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For Immediate Release

NEWS RELEASE

Del. Tourism Web site Wins Award

Archer Group Recognized by the Web Marketing Association

Dover, Del. (October 9, 2007) – The Delaware Tourism Office, part of the Delaware Economic Development Office, has pulled in another top award for its Web site, VisitDelaware.com.

The Web Marketing Association recently recognized the most effective and best Web sites based on design, copy writing, innovation, content, interactivity, navigation and use of technology. VisitDelaware.com was presented with the 2007 WEBAWARD for outstanding achievement in Web site development in the travel category.

It is the second time VisitDelaware.com has earned national recognition this year. In May, the Web site was honored with Gold and Silver awards at the 2007 Horizon Interactive Awards. The sixth annual international competition recognized excellence in interactive media production among multi-media developers worldwide.

To design the Web site, the Delaware Tourism Office partnered with The Archer Group, a Wilmington-based Internet marketing firm.

“When we decided to redesign VisitDelaware.com, our goal was to create a truly innovative marketing tool to attract more visitors and more business opportunities for the state of Delaware,” said Dina Reider, director of marketing and communications for the Delaware Economic Development Office. “A Delaware company, The Archer Group has been an excellent partner in creating not only a powerful, eye-catching site, but also one that features many unique tools like the easy-to-use trip planning function. These awards are testament to the overwhelming positive response to the site.”

Unique visitors to VisitDelaware.com have increased by 49 percent since the January 2007 with steady increases nearly every month.

“We are very pleased that VisitDelaware.com continues to receive much deserved accolades,” said Lee Mikles, president of The Archer Group. “This web marketing award confirms the strength of

the site in marketing all that is great about Delaware. The team of Archer and DEDO worked hard to create a powerful marketing vehicle for the State, and this award confirms that the team hit a home-run with VisitDelaware.com.”

About Delaware Tourism Office

The Delaware Tourism Office, 99 Kings Highway in Dover, Del., a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism Web site at www.visitdelaware.com or call toll-free (866) 284-7483.

About The Archer Group

The Archer Group is Delaware’s largest agency focused exclusively on interactive marketing. The company offers end-to-end internet marketing solutions, from marketing strategy, Web site development, e-mail marketing, search engine marketing and more. The company has been recognized regionally and internationally for outstanding work, being awarded with over 16 awards in the last two years alone. The company helps regional and national clients create more value from their internet and digital marketing efforts. For more information about The Archer Group, visit their website at <http://www.archer-group.com>.

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